

Matthews Zoning Code

SIGNS

§ 153.140 PURPOSE.

(A) The purpose of this subchapter is intended to:

(1) Establish standards for the erection, alteration and maintenance of signs that are appropriate to various zoning districts;

(2) Allow for adequate and effective signs for communicating identification and other messages while preventing signs from dominating the visual appearance of the area in which they are located;

(3) Protect and enhance the view of properties from public rights-of-way;

(4) Avoid confusing or misleading a driver or obstructing necessary vision for traffic safety;

(5) Insure that permitted signs do not become a hazard or nuisance;

(6) Advance the economic stability, preservation and enhancement of property values; and

(7) Ensure and advance the positive visual impact and image of the town. These regulations are designed to provide flexibility for individual needs of business identification and for general communication opportunities.

('72 Code, § 24-2100) (Ord. 477, passed 2-8-88; Ord. 789, passed 10-25-93)

§ 153.141 DEFINITIONS.

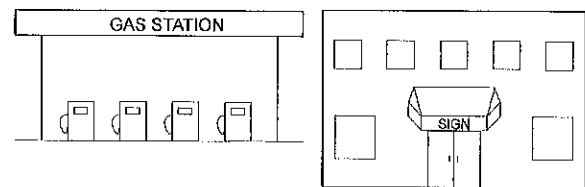
ADVERTISING SIGN. A sign which directs attention to a business, commodity, service, or entertainment conducted, sold or offered: (1) when located at a site other than upon the premises where the sign is displayed, or: (2) as a minor and incidental activity upon the premises where the sign is displayed.

AIRBORNE SIGN. Any sign, including any moored blimp, gas balloon, or other inflatable element, whether or not intended to move in the wind, which is designed to inform or attract the attention of persons not on the premises on which it is located.

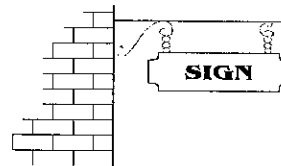
ATTACHED SIGN. A sign attached or affixed to a principal building or structure or to any architectural feature of such building or structure, or dependent on such a building or structure for its support, but not including signs affixed to a fence or accessory structure.

(1) **AWNING SIGN.** A sign attached to or made a part of an awning; an awning being a structure made of cloth, metal or other material affixed to a building in such a manner that the structure may be raised or retracted from a building to a flat position against the building.

(2) **CANOPY SIGN.** A sign attached to or made a part of a canopy; a canopy being a permanent structure other than an awning which is made of cloth, metal or other material, whether attached or unattached to a building, for the purpose of providing shelter or as a decorative feature. For purposes of this subchapter, a marquee is a canopy but an awning is not.



(3) **PROJECTING SIGN.** A sign other than a canopy or awning sign, projecting from, and attached to, the exterior wall of any building, and forming an angle to said wall.



(4) **SUSPENDED SIGN.** A sign which is suspended from the underside of a horizontal plane surface, such as a canopy or marquee, and is supported by such surface.

(5) **WALL SIGN.** Any sign directly attached to or painted on an exterior wall of a building, with the exposed display surface of the sign in a plane parallel to the plane of the wall and which does not extend above the roofline or more than 12 inches from the wall.

BANNER. A sign made of nonrigid material, possessing some characters or ornamentation, intended to be hung either with or without an enclosing framework, but not a flag or pennant.

BILLBOARD SIGN. A sign that has a primary purpose of identifying or communicating, by paint or posters, a message related to an activity, service, business, event, or location other than where the sign is located, or a noncommercial message that may be unrelated to any real property. Such signs are generally freestanding permanent structures with their sign face area designed so that the copy

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or posters on the sign can be changed frequently and the advertising space is for lease.

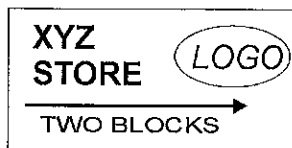
BULLETIN BOARD SIGN. A sign used to announce meetings or programs to be held on the premises of a church, school, auditorium, library, museum, community recreation center or similar noncommercial place of public assembly.

BUSINESS SIGN. A sign which directs attention to a business, profession or industry located upon the premises where the sign is displayed, to type of products sold, manufactured, or assembled, and/or to service or entertainment offered on said premises, but not a sign pertaining to the preceding if such activity is only minor and incidental to the principal use of the premises.

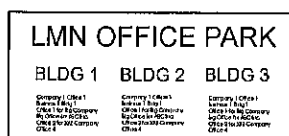
CHANGEABLE COPY SIGN. Any sign that is designed so that copy can be periodically changed, either manually in the field or through mechanical or computerized methods, including but not limited to readerboards and computerized pixel-lit message boards.

CONSTRUCTION SIGN. A sign placed at a construction site identifying or announcing the project or the name of the architect, engineer, contractor, financier, or others involved in the development of the project.

DIRECTIONAL SIGN. A sign, either on- or off-site, intended to direct persons to a business, activity, event, or other location, limited only to identification of the business, activity, event or location and accompanying directional message in words or symbols.



DIRECTORY SIGN. A sign listing names and/or uses, or locations of more than one business, activity, or professional office conducted within a building, group of buildings, or shopping center. Such signs are typically located near entrances or at strategic locations within the center or complex, and contain no other identifying or advertising messages.



FLAG. A piece of durable fabric with a distinctive design, whether or not containing a written message, that is used as a symbol or decorative feature.

FLASHING SIGN. A sign that uses an intermittent or flashing light source or sources to attract attention.

FREESTANDING SIGN. A sign that is not attached to, suspended from, erected on, or supported by a building or other structure having a principal function other than the support of such sign, but instead is supported by some structure in or on the ground or other surface or is unsupported (airborne).

(1) **GROUND or MONUMENT SIGN.** A freestanding sign which extends from the ground or is attached directly to the ground generally for the entire length of its bottom sign face dimension or which has a support which places the bottom of the sign less than 12 inches from the ground.

(2) **POST SIGN.** A freestanding sign supported by one or two posts, wires, rods, or similar small upright structure which extends less than five feet in vertical height, anchored in or placed on the ground or other surface so that a sign can be attached directly unto such post, or onto a post or rod which is generally parallel to the ground and attached to the upright post.



(3) **PYLON SIGN.** A freestanding sign supported by one or more structures or poles that are placed on, or anchored in, the ground or other surface and otherwise separated from the ground more than 12 inches by air, generally over five feet in height, and that is independent from any building or other structure.

GOVERNMENT SIGN. Any temporary or permanent sign erected and maintained for any governmental purposes.

IDENTIFICATION SIGN. A sign, used to identify only the name of the individual, family, organization or enterprise occupying the premises, or the profession of the occupant, or the name of the building on which the sign is displayed.

INCIDENTAL SIGN. A sign which carries no advertising message and is clearly incidental to other signs on-site, and is intended to provide instruction or information to persons on-site, such as, but not limited to, "Exit," "Entrance," "Parking," "Handicap Accessible," "Drive Through," and menu boards.

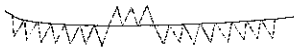
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LIGHTED, EXTERNALLY. A sign which is illuminated only by light cast upon it from a light source located separate from, and beside or in front of, the sign face.

LUMINOUS. A sign either internally or externally illuminated.

MOVING SIGN. A sign that moves as one unit or that has individual parts designed to move by mechanical means, but not including sign faces that change or move symbols or messages by means of differing light sources, such as pixels.

PENNANT. Any lightweight material, whether or not containing a message of any kind, suspended from a rope, wire, string, or pole, usually in a series, designed to move in the wind.

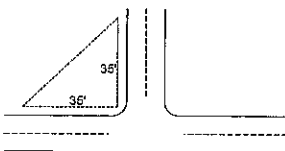


PORTABLE SIGN. A sign designed or intended to be regularly relocated, whether or not it is attached to the ground, a structure, or a building, and may include but not be limited to, signs on wheels, A-frame signs, sandwich boards, airborne signs, standing (gas price) signs.

REAL ESTATE SIGN. A sign that is placed on private property to offer real property for sale, lease, rent, or development.

ROOF SIGN. A sign erected or maintained in whole or in part upon or over the roof or parapet of a building.

SIGHT TRIANGLE. The triangular area formed by a diagonal line connecting two points located on intersecting right-of-way lines, or a right-of-way line and the curb or edge of pavement of a private street or driveway, each point being 35 feet from the intersection, and the two intersecting right-of-way lines (or right-of-way line and curb cut). A sight triangle may also be created with dimensions as determined by State Department of Transportation.



SIGN. Any object, device, surface, or structure, in full or part, which is sufficiently visible to persons not located on the lot where such a device is situated in order (1) to attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, or (2) to communicate information to them.

SIGN AREA. The area of signs composed in whole or in part of free standing letters, devices, or sculpture matter not mounted on a measurable surface shall be equal to the area of the smallest square, rectangle, or circle that will enclose the letters, devices and/or sculptured matter. The area of a double-faced sign shall be the area of one face of the sign. Only single or double-faced signs shall be allowed.

SPONSORSHIP SIGN. An advertising sign employed by civic, fraternal, religious, charitable or similar organizations which identifies a sponsor of recreational facilities or special events provided on the premises where such signs are displayed.

TEMPORARY SIGN. A sign which is not permanently installed in the ground or affixed to any structure or building, and which is erected for a period of time as permitted in this subchapter.

VEHICULAR SIGN. Signs on parked vehicles visible from the public right-of-way where the primary purpose of the vehicle is to advertise a product or to direct people to a business or activity located on the same or nearby property. For purposes of these regulations, vehicular signs shall not include business logos, identification or advertising on vehicles primarily used for other business purposes.

WINDOW SIGN. A sign which is applied on, affixed to, painted or stenciled on, or displayed through the building glass area, located such that the identifying/advertising message or other material which communicates information can be read from off-premises. ('72 Code, § 24-2101) (Ord. 477, passed 2-8-88; Am. Ord. 789, passed 10-25-93; Am. Ord. 796, passed 1-10-94)

§ 153.142 UNSAFE AND OBSOLETE SIGNS.

To ensure that signs are erected and maintained in a safe and aesthetic manner, the following maintenance requirements must be observed for all signs regulated by this subchapter. (See also §§ 153.149, 153.226, and 153.305 through 153.308)

(A) All signs, together with their supports, braces, anchors, and messages, shall be kept in good repair.

(B) Signs that are structurally unsafe and thereby endanger the public safety must be removed unless

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they are repaired and made to otherwise comply with the requirements of this subchapter. Such removal or repair shall be at the expense of the property owner.

(C) Signs identifying businesses no longer in existence, products no longer being sold, services no longer being rendered, or signs and sign structures which have been abandoned shall be removed by the property owner from the premises within 90 days from the termination of such activities.

(1) Where the sign face is obsolete but the sign structure is conforming, the sign face may be either covered or removed in order to retain the sign structure for future reuse at the same location.

(2) Where the sign face is obsolete and the sign structure is nonconforming, the sign face alone may be either covered or removed for a period not to exceed one year, at which time such sign structure must be reused or removed.

('72 Code, § 24-2102) (Ord. 477, passed 2-8-88; Am. Ord. 789, passed 10-25-93) Penalty, see § 153.999

§ 153.143 FLASHING SIGNS, MOVING SIGNS, AND FLAGS.

(A) *Flashing and/or moving signs.* In general, permanent and temporary signs in which all or any portion flashes; uses lights of intermittent illumination; uses lights of changing degrees of intensity; moves, rotates, or is animated by electrical or mechanical means; appears to move by electrical or mechanical means; is designed to be regularly set in motion by movement of the atmosphere in order to attract attention, shall be prohibited except as listed below:

(1) That portion of a sign designed to move or flash which indicates only date, time and/or temperature shall be allowed.

(2) Changeable copy signs shall not be considered flashing or moving signs for purposes of this subchapter when their copy does not change more often than one time every 12 hours.

(3) Flags shall not be considered moving signs for purposes of this subchapter. See division (B) of this section.

(B) *Flags.*

(1) Flags of the United States of America, North Carolina state government, Mecklenburg County government or Town of Matthews government are permitted in any zoning district and are not considered a part of

business sign age.

(2) Maximum flagpole height allowed is ten feet over the zone district's maximum permitted building height or 50 feet, whichever is less. All other flags may be allowed on a pole a minimum of 15, and not to exceed 25 feet in height. Such flags shall not count as a freestanding sign for purposes of maximum number of freestanding signs, but the area of the flag's surface shall be deducted from the total permitted sign area for freestanding signs on the property.

(3) Flags used for decorative purposes only, which are attached to a dwelling and contain no message which conveys identification or advertisement, are exempt from this subchapter.

('72 Code, § 24-2103) (Ord. 477, passed 2-8-88; Am. Ord. 789, passed 10-25-93; Ord. No. 1524, passed 12-11-06)) Penalty, see § 153.999

§ 153.144 SPECIAL SIGN REGULATIONS.

(A) A building or group of buildings unified as a shopping center, office complex, mixed use development, or any multi-tenant nonresidential property, with two or more businesses may have one joint business and/or identification sign, freestanding, per street front, not to exceed the sign area as given in §§ 153.152(C), 153.153(C), and 153.154. Such sign must be located behind the street right-of-way and not within any sight triangles of intersecting streets or intersecting drives with streets. Up to one-half of the maximum allowed sign area, per sign, may include the center or complex identification, with the remainder of the allowable sign area available for identification of individual tenants. Individual businesses within a multi-tenant property shall not be allowed individual freestanding signs. A multi-tenant property may request approval of a master sign plan, as outlined in § 153.149.

(B) Where a permitted sign is required to be behind the required setback or behind the right-of-way, and the wall of the related building is at or in front of the setback line or right-of-way line respectively, the sign may project 18 inches from the building wall, provided that if such sign projects over a vehicular or pedestrian area or into the street right-of-way, the bottom of the sign must be a minimum of eight feet above the finished grade at that point. Further, approval must be additionally obtained from the State Department of Transportation where appropriate, and the Town Manager (or his designee) on all roads. (See also § 153.064(H))

(C) Uses established on through lots, or lots fronting on two intersecting streets but which do not control the corner property (at least 20 feet along the right-of-way line on each street away from their intersection), will be

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permitted to have two freestanding signs, providing such signs are located on and oriented toward two different streets. Lots having frontage on three or more streets may have three freestanding signs, providing such signs are no closer to each other than 100 feet in a straight line distance.

(D) Signs and other sources of illumination adjacent to public streets are subject to the provisions of G.S. § 136-32.2.

(E) Sponsorship signs as defined in § 153.141 are allowed without limitation to number and may be erected on the premises of properly established recreational facilities. Such signs must meet the following standards.

(1) Be located behind the minimum setback requirements for the district.

(2) Be placed in such a fashion so that the sign face is inwardly oriented relative to the perimeter of the recreational facility.

(3) Be limited to a maximum area of 12 square feet.

(4) Not be illuminated.

(F) *Nonresidential park.*

(1) A nonresidential park is a tract of land or a combination of parcels planned and designed to be developed in a coordinated effort with multiple nonresidential uses. The property may be under single or multiple ownership when initially designed, and parcels may be sold into separate ownership or condominium units upon their completion. The uses allowed may be any nonresidential uses, except exclusively retail uses, allowed within the underlying zoning district(s), such as general or professional offices, service or personal businesses, distribution warehouses, industries and manufacturing facilities, or recreational services. Retail activities by some uses may be allowed. A nonresidential park places special attention on common design elements, shared access, parking and circulation, common utility needs, and compatibility of tenants, and often has a unified management system.

(2) Nonresidential park signs at the exteriors of the park boundary are permitted in office, business and industrial districts in accordance with the following standards.

(a) One freestanding identification sign is allowed for any property fronting one public street. (Figure 1.)

(b) One freestanding identification

sign per street front is allowed for any property fronting two or more public streets, when such nonresidential park does not encompass property on opposite sides of such public street. (Figure 2.)

(c) One freestanding identification sign per public street corner at an intersection shall be allowed when such nonresidential park includes property on both block faces of an intersecting street. (Figure 3.)



(d) Signs are limited to 50 square feet each and to six feet in height above the natural or existing grade at the location of placement. Signs may not be placed on an artificially created berm.

(e) Signs may be luminous but must be nonflashing and motionless. Luminous signs must not interfere with the effectiveness of, or obscure, any official traffic sign, device or signal. Luminous signs must prevent light-from being directed at any street and must not be of such intensity or brilliance as to cause glare or to impair the vision of drivers.

(f) Signs must be located behind the right-of-way line, provided no portion of any sign will obstruct cross-visibility at intersections, as defined by sight triangles.

(72 Code, § 24-2104) (Ord. 477, passed 2-8-88; Am. Ord. 789, passed 10-25-93) Penalty, see § 153.999

§ 153.145 CERTAIN TYPES OF SIGNS PERMITTED IN ALL DISTRICTS.

The following signs are allowed in all districts in accordance with any standards listed for each without sign permits or sign registration.

(A) Signs to regulate traffic in public rights-of-way.

(B) Signs required to be posted by law on public or private property.

(C) Warning signs and no trespassing signs on private property.

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(D) Signs indicating bus stops, taxi stands, and similar transportation facilities on public rights-of-way or private property.

(E) Incidental signs not exceeding four square feet in area if within any required setback or yard or within ten feet of any property line. Incidental signs not exceeding 12 square feet in area, per sign, except menu boards in association with a drive-through restaurant may be up to 40 square feet, when on private property and not in any required setback or yard or within ten feet of any property line. Such signs contain directions or information for persons on-site, only and are not used to primarily identify or advertise.

(F) Signs established by government agencies, providing public instruction, warning, historical information, or similar messages on public or private property. Such signs shall be located so as not to obstruct cross-visibility at intersections.

(G) Real estate or construction signs advertising property for sale, lease, rent, or development, on private property provided such signs are located only on the property being advertised and provided such signs do not exceed one square foot for each 20 linear feet of the advertised property which abuts a street, with a minimum of six and maximum of 18 square feet for real estate signs, and a minimum of 32 and maximum of 100 square feet for construction signs, provided further that on a four-lane or greater highway, only one sign on the premises every 500 feet will be allowed. One sign will be allowed per street frontage when a property fronts more than one street. Such signs shall be set back 50 feet from an intersection of two rights-of-way when on a corner lot.

(H) Temporary signs involved in campaigns or special events of religious, charitable, civic, fraternal, political and similar organizations, on private property. Such signs may be located within required setbacks and yards, but shall not be within a required sight triangle on a corner lot. These signs shall not be placed on property more than 30 days prior to the campaign completion date, election date, or special event date, and must be removed within 48 hours of the close of the campaign, election or event, except political campaign signs shall not be placed on property more than 60 days.

(I) Temporary signs for the seasonal sale of farm products are allowed on private property for the duration of the harvest season of those products to be sold, subject to the following provisions:

(1) One sign limited in area to 20 square feet is permitted only on the premises where the products are produced and sold.

(2) Directional signs limited in area to two square feet each may be erected on- or off-premises, on private property, provided the total number of such directional signs relating to any one premises is limited to three.

(3) Signs shall be removed within 7 days of the termination of the sale of activities.

(J) Off-premise signs for public assembly uses may be allowed on private property not part of the associated use, when such assembly facility meets the following standards. The use must have consistent daily and/or weekly events which have 50 or more persons in attendance, and must be open to the general public, such as public or nonprofit users but not a membership-only venue. The public assembly facility must be located such that the building or main assembly area, if outdoors, is greater than 400 feet from the closest non-minor residential street access point and is partially or completely blocked visually by buildings, significant topographic changes, or natural vegetation. An off-premise sign for a qualified assembly use shall not be within a sight triangle or within 50 feet of an intersection of two thoroughfares, and must have written documentation of the property owner's permission for the placement of the sign. Maximum sign size will be 36 square feet, and the sign may not exceed 6 feet in total height. (Ord. No. 1490-A, passed 4-10-06)

(K) Signs that are erected for intermittent uses that occur on a regularly scheduled weekly basis shall not be placed on the property more than 24 hours prior to the scheduled event and shall be removed within 12 hours of the closing of the event and shall comply with land uses in that specific zoning category.

('72 Code, § 24-2105) (Ord. 477, passed 2-8-88; Am. Ord. 789, passed 10-25-93; Ord. No. 1532, passed 1-8-07)

§ 153.146 TEMPORARY AND PORTABLE SIGNS.

(A) *Temporary signs on private property.* Temporary signs, other than those regulated at § 153.145 (H), (I), and (K) may be located on private property for up to 45 days total during any calendar year, provided that there be a minimum 14 days between display of different temporary signs. Signs may be attached or freestanding and must be located on the same site as the business, product, service, activity, or land use identified and/or advertised by the sign. The sign area for temporary signs is governed by the sign tables by zoning district, in § 153.064(H) and §§ 153.150 through 153.154. Temporary signs do not require a sign permit, but must be registered with the Town Hall offices, specifying start and stop dates, sign area and proposed

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location of each temporary sign. All temporary signs regulated here shall display a seal from the town that such sign is registered. Temporary signs displayed beyond dates provided to the town shall be in violation and will be subject to civil citation and fines without a warning notice. (See §§ 153.305 through 153.308.)

(B) *Temporary signs on public property (rights-of-way).*

(1) Temporary banners may be permitted in public rights-of-way over roads, subject to other state and local laws. Temporary banners, post signs, vehicular signs, posters, portable signs, and similar displays may be permitted on public property, subject also to other state and local laws, for 72 hours during a six-month period. Signs allowed under this division (B)(1) shall be limited only to those relating to special events as listed in § 153.145(H), and do not have to be contiguous to the property on which such special event is located. Such signs shall be registered with the Town Hall offices, specifying start and stop dates/times, sign type, sign area and proposed location, and shall have written approval from the Town Public Works Director and Chief of Police as to location, size, and method of lighting. All temporary signs on public property shall display a seal from the town that such sign is registered. Any temporary sign not displaying a seal shall be in violation of this subchapter and subject to immediate confiscation and/or citation and fine without a warning notice. (See §§ 153.305 through 153.308.)

(2) This subchapter shall also apply to temporary signs on public property in the Downtown Overlay, except where portable signs are allowed at § 153.064(H).

(C) *Portable signs.* Portable signs shall be prohibited except as listed below:

(1) Signs in the Downtown Special Area Overlay that meet the requirements of § 153.064(H)(7).

(2) Temporary signs as allowed at §§ 153.145 and 153.146(A), (B).

(3) Business identification and logos on a vehicle when such vehicle is in use on a regular basis and is not located so as to act, as its primary purpose, as an identification or business sign.

(4) Signs for intermittent use as regulated in 153.145 K).

(D) Events that occur regularly on a weekly basis that relate to required sign age for §153.146(A) or (B) must comply with the limited weekly operation times for sign usage as stated in §153.145(K).

(E) *Contractor Temporary signs in single-family residential district only.*

Temporary signs identifying a contractor or non-resident individual hired to undertake structural, mechanical, property maintenance, real property, renovation or expansion, or some similar physical improvement on the residentially-used private property where such construction is actively being conducted. Such signs are limited to only one per property, not exceeding four square feet in area, and may be located within required front setbacks and yards, but not within a required sight triangle on a corner lot. These signs must be registered with the Town Planning office as provided in 153.146(A). These signs shall only be on a residentially-used property for the duration of the project, not to exceed 30 days. Signs shall not be placed on the site until work has begun, which may include delivery of materials, and may not remain more than two days after work is completed.

(Ord. No. 1648, passed 10-27-08)

('72 Code, § 24-2106) (Ord. 477, passed 2-8-88; Am. Ord. 789, passed 10-25-93; Am. Ord. 796, passed 1-10-94; Ord. No. 1049, passed 5-10-99; Ord. No. 1532, passed 1-8-07) Penalty, see § 153.999

§ 153.147 SIGNS IN THE PUBLIC RIGHT-OF-WAY.

Signs placed in or extended into the public right-of-way are prohibited, except the following:

(A) Permanent signs approved and/or installed by the Public Works Department along town or state system streets;

(B) Permanent signs approved and/or installed by the State Department of Transportation along state system streets;

(C) Signs allowed in § 111.03;

(D) Temporary signs allowed in § 153.146(B);

(E) Portable signs allowed in § 153.064(H)(7).

(F) Signs erected by, on behalf of, or pursuant to the authorization of a governmental body, including only identification, directory or directional signs.

('72 Code, § 24-2107) (Ord. 477, passed 2-8-88; Am. Ord. 789, passed 10-25-93) Penalty, see § 153.999

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§ 153.148 PROHIBITED SIGNS.

The following signs are prohibited in any district unless specifically allowed in this chapter, or in § 153.064(I):

- (A) Pylon signs;
- (B) Advertising signs;
- (C) Billboard signs;
- (D) Vehicular signs;
- (E) Roof signs;
- (F) Pennants;
- (G) Flashing signs (see § 153.143(A));
- (H) Moving signs (see § 153.143(A));
- (I) Airborne signs;
- (J) Portable signs (see § 154.064(I)(7));

(K) Signs painted on or attached to telephone or utility poles, trees, rocks or other natural features. ('72 Code, § 24-2108) (Ord. 477, passed 2-8-88; Am. Ord. 789, passed 10-25-93) Penalty, see § 153.999

(L) V-shaped or triangular signs, although double-faced signs may be permitted when the signs are mounted back-to-back parallel to each other.

(M) Signs situated on an artificially created berm. (Ord. 1127, passed 7-10-00)

§ 153.149 MASTER SIGN PLAN.

(A) *Master sign plan.* For individual properties with more than one existing or proposed principal nonresidential structure or use, individual properties with more than one existing or proposed nonresidential tenant, or two or more nonresidential properties designed and/or developed jointly, including properties under a single zoning petition, a master sign plan shall be submitted by the owner(s) prior to any sign permit being issued on any of the property. A master sign plan shall, at a minimum, include the following:

(1) A site plan of the land parcel(s), drawn to scale, showing the location of all existing and proposed buildings, parking lots, loading zones, driveways, internal vehicular access drives, and required landscaped areas;

(2) Computation of existing total sign area,

showing dimensions and locations of each freestanding sign, and dimensions of each attached sign;

(3) A list of any existing signs not requiring a permit;

(4) Anticipated sign area, in square feet, of proposed attached signage, and general location where such future signs may be located;

(5) Anticipated sign area, in square feet and overall maximum dimensions, of proposed detached signage, and general location where such future signs may be located;

(6) A statement regarding if a bonus of 15.0 percent in total sign area is being requested, as allowed at division (C) of this section.

(B) *Window signs in a master sign plan.* A master sign plan which includes existing or potential window signs shall indicate the area of window(s) to be covered by window signs per building or business establishment.

(C) *Bonus signage for a master sign plan.*

(1) A property or group of properties may be eligible for a bonus of 15.0 percent extra sign area total when the following additional standards are met:

(a) The master sign plan provides no more than one freestanding sign per street front for the development, incorporating any unified identification of the entire tract and individual tenant identification.

(b) The owner(s) impose design restrictions which may include such items as: color scheme; lettering or graphic style; lighting; material; location of each sign on the building(s); and sign proportions.

(c) The master sign plan includes a schedule for bringing all existing nonconforming signs into compliance within one year. If any existing signs conform to the requirements of this subchapter but not to the owner's additional restrictions, a schedule for bringing such signs into compliance shall also be included.

(2) The bonus signage may be in one or more signs, and may be on freestanding or attached signs. However, no freestanding sign shall exceed ten feet in height.

(D) *Procedure for master sign plan approval.* A master sign plan may be prepared as a part of a zoning petition, or may be separately submitted at any time to the Board of Commissioners for review. When made a part of a zoning petition, the master sign plan shall be processed

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simultaneously with the zoning request. When a master sign plan is submitted alone, the Board of Commissioners shall review it at a regular public meeting within 60 days of submission.

(E) *Amendment of a master sign plan.* A master sign plan may be amended by filing a new master sign plan which conforms with all requirements of the ordinance then in effect. An amended plan will be processed the same as an initial master sign plan.

(F) *Binding effect.* After approval of a master sign plan, no sign shall be erected or revised, except in conformance with such plan, and any such plan may be enforced in the same way as any provision of this chapter. In the case of any conflict between the provisions of such a plan and any provisions of this chapter, this chapter shall control. ('72 Code, § 24-2109) (Ord. 477, passed 2-8-88; Am. Ord. 789, passed 10-25-93)

§ 153.150 SIGNS IN RURAL DISTRICT, ALL SINGLE- AND MULTI-FAMILY DISTRICTS, AND THE MANUFACTURED HOME DISTRICT.

(A) *Illumination permitted.* "Externally lighted" signs as defined in § 153.141 are permitted in the Rural, Single- and Multi-Family, and Manufactured Home Districts.

(B) *Location permitted.* All signs for uses allowed within the Rural, Single- or Multi-Family, or Manufactured Home Districts must be located behind the street right-of-way. No portion of any sign may be within a sight triangle as defined in § 153.141. No sign may be over ten feet in height, except attached signs where allowed. (Ord. 1127, passed 7-10-00)

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(C) *Schedule of sign regulations:*

<i>Use</i>	<i>Type Permitted</i>	<i>Number Permitted⁽¹⁾</i>	<i>Maximum Area Permitted (in Square Feet)</i>
Any	Temporary, as regulated at 153.146(E)	1	4
Arboretum	Identification	1 per major entrance	6
Bed and breakfast inn	Identification	1	3
Churches, synagogues, elementary, junior high and senior high schools, and similar uses; convents, monasteries, dormitories, colleges and universities, YMCA's and similar organizations, art galleries, libraries, and similar uses	Identification	1 per street front, freestanding OR 1 per building, attached.	40 for first sign; 25 for others
	Bulletin board	1	6 18
Customary home occupation	Identification	1, attached	1½
Day care centers	Identification	1	6
Electric and gas substations, repeater huts, sewage treatment plants, control houses, pressure regulator stations, buildings to house pumps and lift stations, and similar structures	Identification	1	6
Fire or police station	Identification	1 per street front	3
Farm	Identification	1	1½
Farm-type enterprises	Identification	1	6
Golf courses, country clubs, swimming clubs, community recreation centers, tennis clubs, and fishing ranches	Identification	1	6
Group homes	Identification	1	1½
Manufactured home park	Identification	1 per major entrance	6
Mobile radio towers, radio relay towers, microwave towers, elevated water storage tanks, antennas, and similar structures	Identification	1	6
Multi-family dwellings	Identification	1	6
Parks and playgrounds	Identification	1 per major entrance	6
Planned multi-family developments	Identification	1 per street corner per major entrance	9
Room renting	Identification	1	1-1/2

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<i>Use</i>	<i>Type Permitted</i>	<i>Number Permitted⁽¹⁾</i>	<i>Maximum Area Permitted (in Square Feet)</i>
Rural home occupation	Identification	1	3
Single and two-family dwellings (including manufactured homes)	Identification	1	1-1/2
Small group day care homes	Identification	1	3
Subdivision sales office	Identification	1	3
Subdivision entrance	Identification	1 per street corner per major entrance	9

(1) Two freestanding identification signs may be permitted in accordance with the provisions of § 153.144(C). ('72 Code, § 24-2110) (Ord. 477, passed 2-8-88; Am. Ord. 789, passed 10-25-93; Ord. No. 1648, passed 10-27-08))

§ 153.151 SIGNS IN THE RESIDENTIAL/INSTITUTIONAL DISTRICT.

(A) *Illumination permitted.* "Externally lighted" attached signs as defined in §153.141 are permitted for all uses in the Residential/Institutional District. Freestanding signs may be "luminous" as defined in §153.41.

(B) *Location permitted.* All signs for uses allowed within the Residential/Institutional District must be located behind the street right-of-way. No portion of any sign may be located within a sight triangle as defined in §153.141. No sign may be over ten feet in height, except attached signs where allowed.

(C) *Schedule of sign regulations for uses in the Residential/Institutional District.* The first half of the following table applies to single use properties, or those which involve closely coordinated uses sharing buildings and/or land. Space within the property which is regularly used for more than one activity or by one user will be considered single use. The second half of this table applies to large institutional uses that typically accommodate multiple separate functions and uses within a single development site, such as a hospital complex or large church with daily school and gymnasium facilities as well as a worship area. (Ord. No. 1127, passed 7-10-00; Ord. No. 1787, passed 3-14-11)

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Type Permitted	Number Permitted	Maximum Area Permitted ⁽³⁾	Illumination Permitted	Location Permitted
Identification (attached) for single use site	1 per building	20 sq. ft.	Externally lighted (motionless and not flashing)	Mounted on building
Identification (free-standing) for single use site ⁽³⁾	1 ⁽¹⁾⁽²⁾ per 500 lineal feet of street frontage OR 1 per public street vehicular access	40 sq. ft.	Luminous (motionless and not flashing)	Behind street R-O-W
Bulletin board for entire property ⁽³⁾	1	18 sq. ft.	Luminous (motionless and not flashing)	Behind street R-O-W
Temporary, as regulated at §153.145(H), attached or freestanding	1 per lot	12	none	Behind street R-O-W
	OR 1 per business, as applicable	12		
Temporary, as regulated at §153.146(A), attached or freestanding	1 per lot	16	none	Behind street R-O-W
	OR 1 per business, as applicable	16		
Separate Designated Uses Within Single Site or Complex				
Type Permitted	Number Permitted	Maximum Area Permitted ⁽³⁾	Illumination Permitted	Location Permitted
Identification (attached) when separate designated uses exceed 50,000 sq. ft.	1 per separate designated principal use (i.e. sanctuary, gymnasium, classroom or office wing, hospital, medical clinic, etc.)	20 sq ft	Externally lighted (motionless and not flashing)	Mounted on building at primary doorway to separate designated principal use
		40 sq ft. when separate designated principal use is greater than 10,000 sq. ft.	Luminous (motionless and not flashing)	
Identification (freestanding) for site or complex as a whole, when such site includes separate designated uses which exceed 50,000 sq. ft. ⁽³⁾	1 ⁽¹⁾⁽²⁾ per 500 lineal feet of street frontage, OR 1 per public street vehicular access	40 sq. ft.	Luminous (motionless and not flashing)	Behind street R-O-W

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Identification (freestanding internal, for site or complex when such site includes separate designated uses which exceed 50,000 sq. ft. ⁽³⁾)	1 per separate designated principal use (i.e. sanctuary, gymnasium, classroom or office wing, hospital, medical clinic, etc.)	12 sq. ft.	Externally lighted (motionless and not flashing)	Within 30' of primary building doorway to separate designated principal use, and 50' in from all exterior property lines
Directory or bulletin board, attached or freestanding for each separate designated principal use	1 per separate designated principal use	12 sq. ft.	Luminous (motionless and not flashing)	Mounted on building OR freestanding and within 30' of primary building doorway to separate designated principal use, and 50' in from all exterior property lines
Temporary, as regulated at §153.145(H), attached or freestanding	1 per lot OR 1 per business, as applicable	12 12	none	Behind street R-O-W
Temporary, as regulated at §153.146 (A), attached or freestanding	1 per lot OR 1 per business, as applicable	16 16	none	Behind street R-O-W

⁽¹⁾ Two freestanding identification signs may be permitted in accordance with the provisions of §153.144(C).

⁽²⁾ Freestanding signs for multi-tenant properties are regulated by the provisions of §153.144(A). See also §153.149 regarding a master sign plan.

⁽³⁾ The maximum height limit of freestanding signs is ten feet, unless further limited elsewhere.

("72 Code, § 24-2111) (Ord. 477, passed 2-8-88; Am. Ord. 789, passed 10-25-93; Ord. No. 1787, passed 3-14-11)

§ 153.152 SIGNS IN OFFICE DISTRICTS.

(A) *Illumination permitted.* "Externally lighted" signs as defined in § 153.141 are permitted for all single- and multi-family uses in the Office Districts. Nonresidential uses or mixed use developments in Office Districts may have "luminous" signs as defined in § 153.141.

(B) *Location permitted.* All signs for uses allowed within the Office Districts must be located behind the street right-of-way. No portion of any sign may be located within a sight triangle as defined in § 153.141. No sign may be over ten feet in height, except attached signs where allowed.
(Ord. 1127, passed 7-10-00)

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(C) *Permitted signs in Office Districts.*

<i>Use</i>	<i>Type Permitted</i>	<i>Number Permitted⁽³⁾</i>	<i>Attached (A) or Freestanding (F)⁽⁴⁾</i>	<i>Maximum Area Permitted (Sq. Ft.)</i>
Single- and Two-family Dwelling	Identification	1	A or F	1½
Multi-family Dwelling	Identification	1	A or F	6
Planned Multi-family	Identification	1 per street front	A or F	9
Other single tenant ⁽¹⁾ uses less than or equal to 150 LF lot frontage	Identification	1	A or F	50
Other single tenant ⁽¹⁾ uses over 150 LF lot frontage	Identification	1	A or F	80
Other uses, all sizes ⁽¹⁾	Directory or bulletin board	1 per major entrance	A ⁽²⁾	12
All uses	Temporary, as regulated at § 153.145(H)	1 per lot	A or F	12
		OR 1 per business, as applicable	A	12
All uses	Temporary as regulated at § 153.146(A)	1 per lot	A or F	16
		OR 1 per business as applicable	A	16
Multiple tenant and/or multiple building parcel	Identification	1 per major entrance plus	F	50
	Identification	1 per business establishment	A	24

⁽¹⁾ See § 153.144(A) for provisions regarding multi-tenant properties, and § 153.149 regarding master sign plans.

⁽²⁾ One directory or bulletin board sign of up to 12 square feet may be freestanding per major entrance in place of an attached directory or bulletin board sign only when such sign is behind the required setback.

⁽³⁾ Two freestanding identification signs may be permitted in accordance with the provisions of § 153.144(C).

⁽⁴⁾ The maximum height limit of freestanding signs is ten feet, unless further limited elsewhere.

("72 Code, § 24-2112) (Ord. 477, passed 2-8-88; Am. Ord. 789, passed 10-25-93) (Ord. No. 1490-A, passed 4-10-06)

§ 153.153 SIGNS IN BUSINESS AND INDUSTRIAL DISTRICTS.

(A) *Illumination permitted.* All signs, except temporary and portable signs, may be luminous, as defined in § 153.141.

(B) *Location permitted.* All signs for permitted uses must be located behind street rights-of-way, except as provided elsewhere in this chapter or in § 153.064(I). No portion of any sign may be located within a sight triangle as defined in § 153.141. No sign may be over ten feet in height, except attached signs where allowed, and where elevated monument signs may be permitted in specific designated sign corridors. (Ord. 1127, passed 7-10-00)

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(C) Permitted signs in Business and Industrial Districts.

<i>Type of Sign</i>	<i>Number Permitted</i>	<i>Lot Frontage in Lineal Feet</i>	<i>Total Max. Sign Area Permitted (Sq. Ft.)⁽⁴⁾</i>
Freestanding identification or business	1 ⁽¹⁾⁽²⁾	0 - 39 40 - 99 100 and over	50 75 100
*Attached identification or business	3 per establishment	0 - 39 40 - 99 100 and over	40 60 80
*Within the above total sign area for attached signs, certain types of attached signs are further regulated:			
Projecting, up to 4 feet from face of building	n.a.	n.a.	24
Awning	n.a.	n.a.	1 sq. ft. per 1 l.f. of front wall
Canopy	1	n.a.	1 sq. ft. per a l.f. of front wall
Window	n.a.	n.a.	25% of glass area if opaque; 50% of glass area if open symbols without background
Temporary, as regulated at § 153.145(H), attached or freestanding	1 per lot	n.a.	12
	OR 1 per business, as applicable	n.a.	12
Temporary, as regulated at § 153.146(A), attached or freestanding	1 per lot	n.a.	16
	OR 1 per business, as applicable	n.a.	16
Directory or bulletin board, attached or freestanding ⁽³⁾	1 per major entrance	n.a.	12

(1) Two freestanding identification signs may be permitted in accordance with the provisions of § 153.144(C).

(2) Freestanding signs for multi-tenant properties are regulated by the provisions of § 153.144(A). See also § 153.149 regarding a master sign plan.

(3) If a directory or bulletin board sign is freestanding, it must be located behind the setback line.

(4) The maximum height limit of freestanding signs is ten feet, unless further limited elsewhere.

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§ 153.154 SPECIAL SIGN CORRIDORS CREATED.

(A) Certain geographic corridors exhibit, or have the potential of exhibiting, unique signage needs due to the higher speed and high volume traffic generated by major highways. Special sign corridors may be established with differing regulations from the rest of the jurisdiction in order to establish, enhance, and preserve the property values and economic viability of such corridors. Such special sign corridors shall meet the following:

(1) The area shall follow on each side of a major highway carrying average daily traffic in excess of 30,000 vehicles.

(2) The boundaries set for the special sign corridor shall include only those properties whose visibility is directly impacted by the major highway. These boundaries shall be established at the time the special sign corridor is adopted, and the criteria for inclusion into the special sign corridor shall be clearly defined.

(3) The Board of Commissioners shall determine, upon recommendation by Planning Board, that the corridor exhibits, or has the potential to exhibit, unique signage needs related to the speed and volume of traffic which makes it different from other commercial or industrial corridors in the jurisdiction. In making such determination, these findings should be made:

(a) That the proposed special sign corridor will preserve or enhance the special character of the corridor;

(b) That the modifications to sign regulations will follow the spirit and overall intent of the chapter on signs, as given in § 153.140; and

(c) That the provisions in the special sign corridor will not cause disturbance or economic hardship to neighboring property outside the proposed district.

(4) Regulations which may be modified shall take into consideration those factors causing the unique signage needs, including but not limited to: horizontal distance of the affected property from the major highway right-of-way, natural and man-made topography and road grade changes, road overpasses and underpasses, limited access for drivers, the greater than normal length of road frontage and/or building frontage along the major highway, the total building area covered by a single use or group of uses on a property, and the average speed of vehicles traveling on the major highway.

(B) *Procedure for creating a special sign corridor.* The Planning Board, either on its own determination or by request from the Board of Commissioners, shall prepare documentation satisfying the review criteria listed in division (A) of this section and report its findings to the Board of Commissioners. The Board of Commissioners may set a public hearing date to discuss the findings and receive public input. Property owners in and adjacent to the proposed district shall be notified of the pending action by first class mail. The special sign corridor shall become effective only after the Board of Commissioners makes adequate findings, as listed in division (A) of this section, following the public hearing.

(C) *Special sign corridors listed.* Special sign corridors are created for:

(1) US 74/Independence Boulevard.

(2) [Reserved for 1-485/Outer Loop.]
(72 Code, § 24-2115) (Ord. 477, passed 2-8-88; Am. Ord. 789, passed 10-25-93; Am. Ord. 803, passed 3-14-94)

§ 153.155 SPECIAL REGULATIONS FOR LISTED CORRIDORS.

(A) The sign regulations for properties in the corridors listed in § 153.154(C) shall be the same as those specified in §§ 153.150(C), 153.151(C), 153.152(C), or 153.153(C) which regulate signage by zoning districts, unless special provisions are given below. (72 Code, § 24-2116)

(B) *US 74/Independence Boulevard.*

(1) For the US 74/Independence Boulevard sign corridor, increased signage will be allowed for B-1, B-2, B-3, (all with or without CD designation) and B-1 SCD zoned properties with large single or individual tenant spaces, large acreage tracts, and buildings set further away from the highway, as defined below.

(a) Properties in the Independence Boulevard sign corridor which include a single-user business greater than 40,000 square feet gross floor area shall be allowed attached and freestanding signage as shown on Table 1.

(b) Properties in the Independence Boulevard sign corridor which are greater than five acres and developed for one use, or for multiple users as a unified development shall be allowed attached and freestanding signage as shown on Table 2.

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(c) Properties in the Independence Boulevard sign corridor with direct lot frontage on US 74 of at least 100 feet and which have all principal buildings and/or uses more than 150 feet from the near edge of the US 74 right-of-way shall be allowed attached signage as shown on Table 3. Where the right-of-way line is not a straight line across the lot width of the affected property, an average right-of-way line will be determined for purposes of this division. It is not the intent of this provision to encourage buildings to be set far off the highway with a large intervening parking lot, but it is understood that some properties require a greater building setback.

(d) Properties in the Independence Corridor which include a single-user business housed and actively conducting business in 2 buildings each greater than 15,000 square feet gross floor area shall be allowed attached and freestanding signage as shown in Table 4. (Ord. 1376-A, passed 8-9-04)

(e) Properties in the Independence Boulevard sign corridor which meet more than one of the above categories shall be allowed the least restrictive (largest and/or tallest) set of sign regulations for that property. It is not the intent of this section to permit the sign regulations of Tables 1, 2, 3 and 4 to be combined, except that the provisions of Table 3 for attached signs may be used where appropriate along with the provisions for freestanding signs in either Table 1 or 2 when it also applies. (Ord. 1376-A, passed 8-9-04)

Table 1

Properties with Single-Users Greater than 40,000 Square Feet
(B-1, B-2, B-3, and B-1SCD Districts)

<i>Type of Sign</i>	<i>Number Permitted</i>	<i>Single-User Gross Floor Area (Sq. Ft.)</i>	<i>Total Max. Sign Area Permitted (Sq. Ft.)</i>
Freestanding identification or business (3)	1 (1), (2)	40,000-74,999 75,000-99,999 100,000 and over	150 200 240
Attached identification only	3 per 1 unless side(s) facing a thoroughfare	40,000-74,999 75,000 and over	150 225 on front facade, 150 on side facade when facing thoroughfare, and maximum vertical dimension of attached sign(s) shall not exceed 6 feet
Attached business	2 per	40,000 and over	50, front facade only

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- (1) Two freestanding identification signs may be permitted in accordance with the provisions of § 153.144(C).
- (2) Freestanding signs for multi-tenant properties are regulated by the provisions of § 153.144(A). See also § 153.149 regarding a master sign plan. The larger sign area provisions here may be applied only one time to a multi-tenant, joint freestanding sign when more than one single-user on the property is greater than 40,000 square feet GFA.
- (3) Freestanding identification signs allowed under this table may be either ground signs or elevated monument signs, not to exceed 20 feet in total height, and not located on an artificially created berm.

Table 2

Properties Greater than Five Acres
(B-1, B-2, B-3, and B-1SCD Districts)

<i>Type of Sign</i>	<i>Number Permitted</i>	<i>Lot Size (Acres)</i>	<i>Total Max. Sign Area Permitted (Sq. Ft.)</i>
Freestanding identification or business (3)	1 (1), (2)	5-7.49	150
		7.5-14.99	200
		15 and over	240
Attached identification or business	3 per establishment	5-11.9	100
		12-23.9	100
		24 and over	150

- (1) Two freestanding identification signs may be permitted in accordance with the provisions of § 153.144(C).
- (2) Freestanding signs for multi-tenant properties are regulated by the provisions of § 153.144(A). See also § 153.149 regarding a master sign plan. The larger sign area provisions here may be applied only one time to a multi-tenant, joint freestanding sign when more than one single-user on the property is greater than 40,000 square feet GFA.
- (3) Freestanding identification signs allowed under this table may be either ground signs or elevated monument signs, not to exceed 20 feet in total height, and not located on an artificially created berm.

Table 3

Properties with Principal Structures/Uses in Excess of 150 Feet
from US 74 Right-of-Way and Minimum of 100 Feet Lot Frontage on US 74
(B-1, B-2, B-3, and B-1SCD Districts)

<i>Type of Sign</i>	<i>Number Permitted</i>	<i>Distance from Right-of-Way (Feet)</i>	<i>Total Max. Sign Area Permitted (Sq. Ft.)</i>
Attached identification only	3 per establishment	150-299	150
		300-499	225
		500 and over	250
Attached business	2 per establishment	150-299	n.a.
		300 and over	50, front facade only

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Table 4
Properties with Single-Users Housed in 2 Buildings, each 15,000 Square Feet
(B-1, B-2, B-3, and B-1SCD Districts)

Type of Sign	Number Permitted	Single-User 2 Building Gross Floor Area (Sq. Ft.)	Total Max. Sign Area Permitted (Sq. Ft.)
Freestanding identification or business (3)	1 (1), (2)	15,000 each and over	150 (all freestanding signs combined)
Attached identification only	3 per building, 6 total	15,000 each and over	180 total; not to exceed 100 sq. ft. on any of the buildings, and maximum vertical dimension of attached sign(s) shall not exceed 6 feet.
Attached business	2 per building	15,000 each and over	100 - 50 per building

(1) Two freestanding identification signs may be permitted in accordance with the provisions of § 153.144(C).

(2) Free standing signs for multi-tenant properties are regulated by the provisions of § 153.144 (A). See also § 153.149 regarding a master sign plan. The larger sign area provisions here may be applied only one time to a multi-tenant, joint freestanding sign when more than one single-user on the property is housed in 2 buildings each greater than 15,000 square feet GFA.

(3) Freestanding identification signs allowed under this table may be either ground signs or elevated monument signs, not to exceed 10 feet in total height, and not located on an artificially created berm. (Ord. 1376-A, passed 8-9-04).

(2) In the US 74/Independence Boulevard sign corridor, elevated monument signs are permitted where freestanding signs greater than 100 square feet are allowed for B-1, B-2, B-3 (with or without CD designation), and B-1SCD districts. An elevated monument sign is the combination of a freestanding sign and its raised base or background support, which extends from and is directly attached to the ground, and whose base or background support is generally solid, having no more than 15% of its base or background support pierced through and open, and provided the width of the base or background support is at least 80% of the width of the message portion of the sign. The maximum width of an elevated monument sign shall not exceed 2 times its height.

(3) In the US 74/Independence Boulevard sign corridor, off-premise directional signs may be allowed on private property for parcels within the designated corridor without direct lot frontage on Independence Boulevard or with less than 30 feet of lot frontage on Independence Boulevard. Such directional signs shall be no larger than 24 square feet, no higher than 10 feet, not placed on an artificially created berm, and shall be either a ground or post sign. Any property in a B-1, B-2, B-3 (with or without CD designation), or B-1SCD district may have a maximum of two such directional signs situated so as to direct traffic on US 74 to the most appropriate exit or driveway to the

property. Such directional signs for multi-tenant properties may list more than one business. Off-premise directional signs shall not be located within any sight triangle, or within 50 lineal feet of any other permanent sign on private property.

(4) The US 74/Independence Boulevard sign corridor shall include: all properties fronting on Independence Boulevard; and all properties immediately adjacent to (not across a public street from) properties touching Independence Boulevard up to a maximum 1,000-foot depth from the centerline of Independence Boulevard right-of-way. When the boundary of the sign corridor splits a property, the regulations of the sign corridor in division (A) of this section shall apply to the whole parcel if more than 50% of the principal building(s) is located within the corridor boundaries.

(Ord. 477, passed 2-8-88; Am. Ord. 789, passed 10-25-93; Am. Ord. 803, passed 3-14-94; Am. Ord. 873, passed 9-12-94)